

ABSTRACT

Title: Volunteering at the sports event Jizerská 50

Objectives: The aim of this diploma thesis is to evaluate the satisfaction of volunteers with the volunteer program at Jizerská 50. The partial task is to visit the event, compared to the previous year and propose possible recommendations for improvement for other volumes of the Jizerska 50 volunteer program.

Methods: The research was carried out using the qualitative form of observation and the method of interview, as well as by quantitative research form of questioning. The qualitative method was conducted through direct observation through out the volunteer program, where the author acted, as the coordinator of a volunteer group. Another form was a unstructured interview with the main coordinator, and the quantitative research method was implemented through electronic questionnaires.

Results: The results showed that volunteers evaluated satisfaction with the volunteer program at Jizerské 50 as above-average. They were happy with the volunteer program. The research has revealed and confirmed the short comings faced by the volunteer program. This was an area of transport, refreshment and excessive awareness before the start of the event. The author evaluated the volunteer program as very successful. If the company covering this program focuses on the short comings mentioned above, the popularity and satisfaction with the volunteer program at Jizerské 50 will continue to rise.

Keywords: volunteer, marketing research, satisfaction, organisation of sports events